

Gourmet Coffee Fundraiser **5 easy steps To A sale**

Working as teams of two helps and having some sort of visible Identification. (Badge or Uniform)With enthusiasm and a smile on your face.

1. **State your Name!** Hi, my name is
 2. **Who are you with?** I am with the ...(your group, team or organizations)
 3. **Why are you raising money?** We are raising money to go to / to buy
 4. **How are you raising money?** We are offering Fresh Roasted Gourmet Coffees (put it in their hands.) Let them smell it. For a donation of only \$11.00 you can get this great fresh roaster coffee today or you can choose from 20 other types and flavors (explain program) That will be delivered to you fresh from the roaster.

Our coffees do not cost any more than other good gourmet coffee and the best part is we get to keep ...(Five).... dollars from each donation.
 5. **Ask for the Sale!** Would you help us out and buy some gourmet coffee, Please!
- (Keep It Short & Simple) Have fun. Start with family members.

The 3 Most Common Objections and How To Overcome Them

1. Customer - **I don't drink coffee...**

Member - That's O.K. gourmet coffee makes a great gift. You could get one and give it to a friend or relative. That way you could still help us out and do something nice for someone else too. We sure could use your help.
2. Customer - **I don't have any money.**

Member - That's O.K. I can take a check and deliver your coffee within the next 3 weeks. We sure could use your help.
3. Customer - **I just gave to another group.**

Member - That's Great can you help us also, I can just take your order today and deliver your coffee within the next 3 weeks. We sure could use your help.